



For Immediate Release

IMN Helps Kia Motors America Drive Toward Digital Marketing Goals

More Than 220 Kia Dealers Use IMN's Loyalty Driver to Support Customer Retention Goals and Generate Measurable Results

WALTHAM, Mass. – February 6, 2012 – [IMN](#), the digital marketing company that delivers branded eNewsletters and content for vertical markets, today announced details of its involvement with Kia Motors America (KMA), specifically to support the company's increased focus on digital marketing objectives. Kia has rolled out IMN's [Loyalty Driver](#)[™] across its four key U.S. regions. More than 220 of Kia's U.S.-based dealers now use IMN to support digital marketing goals aimed at driving new revenue opportunities and supporting customer loyalty and retention goals.

"Kia Motors is one of the fastest growing car companies in the U.S. and is committed to assisting our dealers through services and initiatives that enable them to create more consistent digital, branded and loyalty-driven relationships with their customers," said Michael Sprague, vice president, marketing and communications, KMA. "IMN has provided us with valuable digital marketing solutions, including cost-effective, turn-key eNewsletters, which power dealers' revenue-driven communication strategies. We look forward to continuing to expand this relationship so that other dealers can benefit from similar results. Loyalty Driver is a key component to our dealers' overall digital marketing strategy."

Kia supports the distribution of more than 1.3 million emails to newsletter subscribers each month. With IMN's advanced analytic capabilities, Kia can identify profit centers within dealerships at an aggregate level, like identifying peaks in service and parts, and revenues related to deals that were running during a particular timeframe. While the core content IMN provides ensures national brand consistency, IMN works closely with Kia regions and dealers to select customizable content by individual region and dealer (including local promotions, events, coupons, maintenance tips and videos). Dealers also benefit from the social media module embedded in each newsletter, allowing customers and prospects to share newsletter content with their social network.

In addition to being able to track click-throughs and open rates and gain insight into customers' engagement with specific content, dealers that share actual sales and service booking information can access a detailed report from IMN that highlights newsletter-influenced sales as well appointments for test drives and service.

"IMN has worked closely with Kia to help reach key objectives for its eNewsletter program, including increasing sales and service revenue and customer retention, while helping to track

consumer behavior and effectively communicate strategic sales initiatives to dealer customers and prospects,” said Bill Gaudreau, vice president, strategic automotive relationships, IMN. “We have successfully created a win/win for Kia Motors and participating dealers, and we look forward to continuing to expand over the coming year.”

For more information on the benefits of Loyalty Driver, visit <http://www.loyaltydriver.com>.

About Kia Motors America

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 755 dealers throughout the United States and serves as the “Official Automotive Partner of the NBA.” In 2011, KMA recorded its best-ever annual sales total and became one of the fastest growing car companies in the U.S. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com.

About IMN

IMN is the [digital marketing](#) company that delivers [branded newsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN’s expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com>.

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